



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Mentzer Media Services
210 W Pennsylvania
Suite 250
Towson, MD 21204

Contract # 2669017

Schedule Dates 10/25/16-10/31/16
Advertiser Arctic Coalition (112414)
Agency Mentzer Media Services (1381)
Product POLITICAL ISSUE (ns) (1187)
Brand Est 4245 DC TV 10/25-10/31 (871823)
Salesperson Monares, Barbara (3870)
Sales Office WJLA/GJLA/EJLA
Buyer Name BRAUNSCHEIDEL, ANNE
Phone/Fax /
CPE Est 4245 DC TV 10/25
Account Types Local/Political Issue Agency BRD
Billing Type Standard
Comments Est 4245 DC TV 10/25-10/31

Date Entered 10/24/16
Last Modified 10/24/16
Entered By Barbara Monares
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,827.50
Net Total \$16,022.50
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2016	16	\$15,000.00
Nov. 2016	4	\$3,850.00
Grand Total:	20	\$18,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/25/16-10/28/16	4	:30	5A- News-Good Morning Washington at 5a			1	1	1	1			4	\$450.00	\$1,800.00	Washington (WJLA)		10/24/16
2.0	Normal Line / SPOT	10/31/16-10/31/16	4	:30	5A- News-Good Morning Washington at 5a		1							1	\$450.00	\$450.00	Washington (WJLA)		10/24/16
3.0	Normal Line / SPOT	10/31/16-10/31/16	4	:30	6A- News-Good Morning Washington at 6a		1							1	\$800.00	\$800.00	Washington (WJLA)		10/24/16
4.0	Normal Line / SPOT	10/25/16-10/28/16	4	:30	6A- News-Good Morning Washington at 6a			1	1	1	1			4	\$800.00	\$3,200.00	Washington (WJLA)		10/24/16
5.0	Normal Line / SPOT	10/25/16-10/28/16	4	:30	6:58A- ABC-Good Morning America			1	1	1	1			4	\$1,200.00	\$4,800.00	Washington (WJLA)		10/24/16
6.0	Normal Line / SPOT	10/31/16-10/31/16	4	:30	6:58A- ABC-Good Morning America		1							1	\$1,200.00	\$1,200.00	Washington (WJLA)		10/24/16
7.0	Normal Line / SPOT	10/31/16-10/31/16	4	:30	5:59:26P- News-ABC 7 News at 6p		1							1	\$1,400.00	\$1,400.00	Washington (WJLA)		10/24/16
8.0	Normal Line / SPOT	10/25/16-10/28/16	4	:30	5:59:26P- News-ABC 7 News at 6p			1		1	1			3	\$1,400.00	\$4,200.00	Washington (WJLA)		10/24/16
9.0	Normal Line / SPOT	10/30/16-10/30/16	4	:30	6:30P- News-ABC 7 News at 630p Wknd								1	1	\$1,000.00	\$1,000.00	Washington (WJLA)		10/24/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.